

W Q Q Q (FM)
Radio South Burlington, Inc.
19 Boas Lane
Wilton, CT 06897-1301

phone: 203/762-9425
fax : 203/761-9245

DOCKET FILE COPY ORIGINAL

RECEIVED
OCT-16 1997
FCC MAIL ROOM

October 3, 1997

Mr. William F. Caton
Secretary
Federal Communications Commission - Room 222
1919 M Street, N.W.
Washington, DC 20554

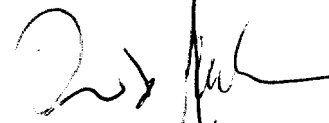
Re: MM Docket No. 97-178
RM-8329
RM-8739
Reply to NPRM and Order to Show Cause

Dear Mr. Caton:

Radio South Burlington, Inc., licensee of FM Station WQQQ in Sharon, Connecticut, hereby submits the enclosed Reply to the above-referenced Notice of Proposed Rulemaking and Order to Show Cause. This Reply is being submitted prior to the reply date of October 6, 1997. The original and four copies are enclosed. The petitioners and/or their counsel are each being served with a copy, and a Certificate of Service is enclosed.

If there are any questions, please contact the undersigned.

Respectfully submitted,



Dennis Jackson
President

No. of Copies rec'd
List ABCDE

024

DOCKET FILE COPY ORIGINAL

RECEIVED

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

OCT-16 1997

FCC MAIL ROOM

In the Matter of)

Amendment of Section 73.202(b).)

Table of Allotments,)

FM Broadcast Stations.)

(West Hurley and Rosendale, New York,)

North Canaan and Sharon, Connecticut))

MM Docket No. 97-178

RM-8329

RM-8739

To: Chief, Allocations Branch Mass Media Bureau

REPLY TO ORDER TO SHOW CAUSE

COMES NOW Radio South Burlington, Inc., of Wilton, Connecticut, licensee of FM station WQQQ on Channel 277A at Sharon, Connecticut (License File No. BLH-931101LG) and applicant for construction permit for a minor change in licensed facilities for WQQQ (File No. BPH-960517IB) (hereinafter "RSB") and replies to the Commission's Order to Show Cause why its license should not be modified to specify operation on Channel 273A as proposed in MM Docket No. 97-178, instead of the present Channel 277A. This reply is being submitted prior to the comment date of October 6, 1997.

1. RSB hereby consents to the proposed rulemaking, with the proviso that it be promptly reimbursed in full for all expenses associated with the proposed change of frequency - as petitioner Sacred Heart University has pledged - in order that it

not suffer a direct financial setback or an indirect setback in established relationship to the community it serves as a result of being required to undertake the proposed change.

2. WQQQ has developed a relationship with residents of Sharon and the surrounding service area includes habitual listener acclimation to finding WQQQ at 103.3 on the dial (not at 102.5 with a new station on 103.3.) WQQQ is known locally by the familiar moniker "Q-103 FM." Area car radio buttons are preset to 103.3. Clock radios and other home radios are set to 103.3. The local cable TV system has permanently tuned in 103.3 and plays "Q-103" as background music on its local public access channel. A change in frequency will be expensive, and will result in a fundamental and substantial disruption to the relations between the WQQQ and the public it serves.

3. The cost of changing frequencies includes, but is not limited to; purchase and installation of a new transmitter, new antenna and possibly transmission line; antenna mounting and installation, including a study of tower loading with new antenna and strengthening or replacement of existing tower as required; removal of present transmitter and antenna; a new modulation monitor and/or retuning of existing monitors; any work required to avoid interference with the authorized directional antenna pattern of co-located WKZE-FM; any field work and filtering required to eliminate any new blanketing interference complaints and/or intermodulation effects with, or to, facilities co-located

on the tower; engineering and legal work to amend the WQQQ instrument of authorization and pending application; filing fees, if any; creative work by an advertising agency to effectively market the frequency change and preclude loss of audience, including purchase of billboard showings, placement of newspaper and magazine ads to create tune-in; trade publication ads; design and production of new station logo; printing of new stationery, envelopes, sales folders and presentation materials; promotional items such as station banner used at football games and other live-on-location broadcasts; studio/office building and other signage; bumper stickers, pens, magnets, and other collateral items; repainting of station vehicle; mike flags and property stickers; computer and web site redesign/reprogramming; new station jingle package; and anything else that may reasonably be affected by changes to a new frequency, name identity, and logo.

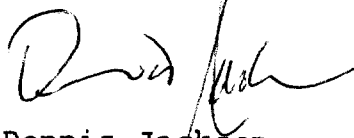
4. Referring to Paragraph 7 of the Technical Summary section of the Notice of Proposed Rulemaking, RSB does not object to the absence of protection of its pending application from SHU's petition. The short-spacing of the proposed new WQQQ site for Channel 273A to WDRC-FM on Channel 275B is identical to that for Channel 277A.

5. WQQQ operation on the proposed Channel 273A is, in fact, preferable to the present Channel 277A to the extent that it allows RSB a wider choice of antenna sites that are fully spaced to all existing stations under current 6 KW Class A rules.

On Channel 277A, the present WQQQ site is not fully spaced under current 6 kW rules. As noted in the NPRM, Channel 273A is fully spaced to all other facilities at the present WQQQ site, so the proposed change would facilitate operation at the equivalent of 6 kW. Further, the area-to-locate for Channel 273A offers additional options for WQQQ to increase the population served within its 60 dBu contour. Much of the population that could thereby receive service from WQQQ on Channel 273A resides in valleys and other geographic areas that suffer from terrain-shadowing from most existing signals. RSB believes that while these areas may lie within the predicted service contours of one or more other stations, in fact those signals are received at levels that are measurably below 60 dBu, due to shadowing. From sites available to WQQQ on Channel 273A, WQQQ could provide new, second, or first unshadowed, measurable 60 dBu service to a significant population.

6. For these reasons, and subject to the proviso stated herein, RSB encourages the Commission to enact the proposed Rulemaking, and stand ready to furnish such additional information as the Commission may request.

Respectfully submitted,
RADIO SOUTH BURLINGTON, INC.

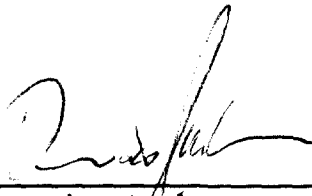

Dennis Jackson
President
October 1, 1997

CERTIFICATE OF SERVICE

I, Dennis Jackson, a President of Radio South Burlington, Inc., hereby certify that a copy of the foregoing "REPLY TO ORDER TO SHOW CAUSE" was sent via first-class U.S. mail, postage prepaid this 3rd day of October, 1997, to the following:

Mark N. Lipp, Esq.
Ginsburg. Feldman and Bress
1250 Connecticut Av, N.W. - Ste 800
Washington, DC 20036-2604
(Counsel to Sacred Heart Univ., Inc.)

Raymond A. Natole
P.O. Box 327
Shokan, NY 12481
(Petitioner for
West Hurley, NY)



Dennis Jackson